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## ) USER INFORMATION POINT MANAGEMENT SYSTEM AND METHOD USING COMMUNICATION NETWORK

)Abstract:

ОBLEM TO BE SOLVED: To obtain a point in each reading of a home
e and to give an incentive to a user in accordance with points by
bling a user to access a home page through a communication network,
ransmit user information and register the information in a data base of
administrative organization.
LUTION: An electronic coupon system is constituted of connecting a
W server 28 or the like in a system participation group 30 to a WWW
ver 23, a mail server 24 or the like in the administrative organization 27
ugh an interconnection network (Internet) 22. A user 21 is connected
he WWW sever 28 or the like in the group 30 through the Internet 22 to
the coupon system. The mail sever 24 is connected to a data base 26
he organization 27 through a secret holding device 25. Communication
vice using states such as the reading of home pages and commodity
chase in the group 30 are unitarily stored in the data base 26 and the
up 30 can access the data base 26 and check the using states.
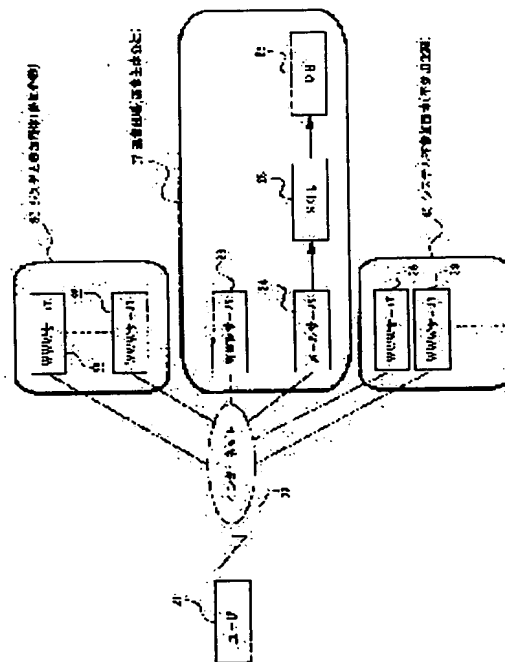
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**\*** shows the word which can not be translated.
ı the drawings, any words are not translated.

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AIMS

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ıim(s)]
ıim 1] In the User Information point managerial system constituted by the management organization, participating
anization, and user who were connected in the communication network The server of this management organization
: receives User Information which opened the homepage and was transmitted by the user, The server of this
:icipating organization that opens a homepage and has the homepage of this management organization as a link
:e, The mail server of this management organization that receives User Information transmitted from the server of
 management organization, Register User Information received by this mail server, and an ID number is transmitted
he user who registered. The User Information point managerial system using the communication network by which it
aving-database of this management organization that memorizes the point which acquires whenever user who
ıstered uses homepage of this management organization or participating organization, and is added characterized.
ıim 2] In the User Information point management method for the management organization, participating
anization, and user who were connected in the communication network The 1st step to which a user accesses the
nepage of this management organization using this communication network, and transmits User Information, The
ı step which registers transmitted User Information into the database of this management organization, and gives an
number to the user who registered, The 3rd step which memorizes the point which acquires whenever the user who
ıstered uses the homepage of this management organization or a participating organization, and is added in the
ıbase of this management organization, The User Information point management method using the communication
work by which it is having [ the user who registered ]-4th step which acquires privilege according to the point
racterized.
aim 3] In the User Information point management method for the management organization, participating
anization, and user who were connected in the communication network The 1st step to which a user peruses the
nepage of this participating organization using a communication network, The 2nd step which changes a link place
n the homepage of this participating organization to the homepage of this management organization, The 3rd step to
ich a user transmits User Information in the homepage of this management organization, The 4th step which registers
ısmitted User Information into the database of this management organization, and gives an ID number to the user
ɔ registered, The 5th step which memorizes the point which acquires whenever the user who registered uses the
nepage of this management organization or a participating organization, and is added in the database of this
nagement organization, The User Information point management method using the communication network by
ich it is having [ the user who registered ]-6th step which acquires privilege according to the point characterized.
aim 4] They are the User Information point managerial system using the communication network characterized by
at said point is acquired in claims 1-3 when said user who registered peruses the homepage of said management
anization or a participating organization through a communication network, and it is added, and is memorized by the
ıbase of said management organization, or the User Information point management method.
aim 5] They are the User Information point managerial system using the communication network characterized by
at said point is acquired in claims 1-3 when said user who registered provides the homepage of said management
anization or a participating organization with User Information through a communication network, and it is added,
ı is memorized by the database of said management organization, or the User Information point management method.

aim 6] They are the User Information point managerial system using the communication network characterized by
at a user receives said point by said registration or tariff payment in claims 1-3, it will subtract if said user who
ıstered carries out the game which said management organization or a participating organization establishes through
ɔmmunication network, and it is further added according to the result of a game, and is memorized by the database of
ı management organization, or the User Information point management method.

aim 7] They are the User Information point managerial system using the communication network characterized by
it. it will subtract if a user receives said point by said tariff payment in claims 1-3 and said user who registered
ises the homepage of said management organization or a participating organization through a communication
work, and is memorized by the database of said management organization, or the User Information point
agement method.

aim 8] Said point is the User Information point managerial system using the communication network characterized
adding him if said user who registered purchases the goods of the homepage of said management organization or a
:icipating organization through a communication network in claims 1-3, and being memorized by the database of
l management organization, or the User Information point management method.

aim 9] In the User Information point managerial system constituted by the management organization connected in
communication network, a participating organization, a participating organization, and the user The server of this
agement organization that receives User Information which opened the homepage and was transmitted by the user,
: server of the participating organization which opens a homepage and has the homepage of this management
anization as a link place, The participating organization which can link from the homepage of this management
anization, and the mail server of this management organization that receives User Information transmitted from the
er of this management organization, Register User Information received by this mail server, and an ID number is
ismitted to the user who registered. The database of this management organization that memorizes the point which
uires whenever it peruses the homepage of a participating organization which the user who registered made link
n the homepage of this management organization, a participating organization, or this management organization, and
dded, The User Information point managerial system using the communication network by which it is ****(ing)
racterized.

aim 10] In the User Information point management method for the management organization connected in the
imunication network, a participating organization, a participating organization, and a user The 1st step to which a
r accesses the homepage of this management organization using this communication network, and transmits User
rmation, The 2nd step which registers transmitted User Information into the database of this management
anization, and gives an ID number to the user who registered, The 3rd step which memorizes the point which
uires whenever it peruses the homepage of a participating organization which the user who registered made link
n the homepage of this management organization, a participating organization, or this management organization, and
dded in the database of this management organization, The User Information point management method using the
imunication network by which it is having [ the user who registered ]-4th step which acquires privilege according to
point characterized.

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## ΓAILED DESCRIPTION

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tailed Description of the Invention]
)1]
:ld of the Invention] About the system which manages User Information using a communication network, especially,
invention is accumulated in a database by considering the use situation of users, such as homepage perusal, goods
:hase, etc. on the Internet, as the point (score), and relates to the system to manage.
)2]
:scription of the Prior Art] In a company etc., although a computer is used for the customer management system
ch manages a customer's information from the former, there are various phases in extent of use of a computer. As
st elementary phase, the information on the questionnaires (a telephone, FAX, letter, etc.) from a customer is
iually inputted into a computer, and there is a Customer Information Control System which totals. Moreover, when a
tomer purchases an article (purchase mainly according to a mail order), purchase frequency or the purchase amount
noney is managed by computer, and there is also a system used for subsequent selling activities.
03] Moreover, when a customer inputs a need matter into the entry form on the WWW homepage screen which a
ipany etc. establishes and transmits to it by E-mail with the spread of the Internet in recent years in a company etc.,
data is stored in customer databases, such as a company, or the system which classifies the customer information
ι sex, age, an area, etc. further, and totals automatically also has it. Moreover, in the computer game on the Internet,
score of the game which the customer played is totaled and managed and there are some which display a final score
ilt after game play termination of a predetermined period or the count of predetermined. Furthermore, the customer
ɔ replied to the questionnaire when it replied to the questionnaire of a company etc. on the Internet acquires the point
ɔre) from a company, and when it is added and he becomes the predetermined point, he has the system which
omes the discount in the case of purchasing the specific goods of the company.
04] On the other hand, as accounting on the Internet, and a settlement system, there are an accounting system at the
e of perusing the charged contents of a company, and the settlement system according to a customer's credit card
en goods etc. are purchased at the market on the Internet and the system by which a credit firm collates a customer's
dit investigation automatically.
05]
oblem(s) to be Solved by the Invention] However, the system which manages the conventional customer information
s built on the simple substance (stand-alone) or LAN, and when a customer registered his own data, the terminal of
lication connected to the host computer had to be used.
06] Although the system which, on the other hand, processes information offer, collection, and management of a
tomer or goods according to an individual about the bidirection service of an individual user and a company by
nmunication networks, such as the Internet using a public line, existed, the system which tied up each system
ithetically did not exist. Therefore, even if the customer accessed the homepage of a company by the Internet and got
point (score) responding to a questionnaire or quiz, the use range of the point was applied only to the goods with
ich the company which accessed was restricted, and was not connected with an alien system.
07] Moreover, even if, as for the conventional system, the company collected information with means, such as
tomer registration, the information is only used for the selling purposes, such as goods of the company, and the
tomer did not offer individual humanity news positively in many cases. Moreover, in the homepage perusal on the
ernet, although the customer received various kinds of information, he lacked in the motivation that there are few
antages (incentive) except acquiring information, and they will carry out multiple-times access at the same
nepage. Then, in order that a customer may raise the volition of information offer, a company may give a customer
point, but when a customer added and used the point, it was valid for discount of the specific goods of the

:pendent company etc.

)8] Then, communication lines (Internet etc.) are used, if the terminal is connected to the communication line, it will .vailable even from where and service will be used, a use situation will be added to a customer database by the omer ID number etc. as the point, and the purpose of this invention is to offer the customer point managerial system ch gives privileges, such as discount at the time of the goods purchase of a system participating company etc., with point.

)9]

:ans for Solving the Problem] If according to this invention a user accesses the homepage of a management inization or a participating organization using communication networks, such as the Internet, and the above-itioned purpose transmits User Information, an ID number will be given to a user while the whole of the User irmation is registered into the database of a management organization. Whenever a user peruses the homepage of a iagement organization or a participating organization, he can get the point (score) from next time, and this point is ed automatically. A management organization can manage this point and it can solve by offering the system which :s a user the incentives (a premium, discount, participation, etc.) according to a user's point.

l0]

ibodiment of the Invention] Hereafter, the example of the gestalt of operation of this invention is explained ording to a drawing. However, the example of a gestalt of this operation does not limit the technical range of this :ntion.

l1] [Electronic coupon structure-of-a-system] drawing 1 is the block diagram of the User Information point iagerial system (it is hereafter called an electronic coupon system for short.) using the communication network by gestalt of operation of this invention. The WWW server 28 of the system participating organization 30, 29 grades the WWW server 38 of the system participating organization 40, and 39 grades are connected to the WWW server the mail server 24, and database 26 of the management organization 27 through the Internet 22, and the electronic pon system is constituted. It connects with the WWW server 28 grade of the system participating organization 30 iugh the Internet 22, and a user 21 uses an electronic coupon system. Moreover, the mail server 24 of the iagement organization 27 is connected to the database 26 of the management organization 27 via the nondisclosure ipment 25 by SQL (Structured Query Language).

l2] Since the use situation of service on the communication link of homepage perusal of the participating anization 30, goods purchase, etc. is memorized by the database 26 of the management organization 27 unitary ording to this electronic coupon system, the participating organization 30 can check use situations, such as a self iepage, if the database 26 of the management organization 27 is accessed. Moreover, since the homepage of two or re participating organizations 30 is linked within an electronic coupon system, compared with the homepage which )pens independently, access of the user to the homepage of the participating organization 30 can be increased only in : organization.

l3] Thus, the participating organization 30 can receive access from many users rather than the time of having opened homepage independently by the ability putting User Information in a database in quantity by managing the user ig the Internet service on the point, and the management organization 30 can check the access situation of the user to :lf homepage easily in the database 26 of the management organization 27, and can apply to future business iansion etc. Moreover, the point can fluctuate by using the Internet service and a user can obtain various kinds of in ΓIBU with some of points.

l4] In addition, although the system participating organization 30 has established the web linked to the homepage of management organization 27, the system participating organization 40 has not established the web linked to the nepage of the management organization 27. However, the management organization 27 can choose the participating anization 40 as arbitration, can carry the address of the participating organization 40 to the homepage of the nagement organization 27, and can make it link from the homepage of the management organization 27.

l5] In this case, the point is obtained, also when a user 21 makes it link from the homepage of the management anization 40 and the homepage of the participating organization 40 is perused. And although the management anization 27 can show the participating organization 40 the database which recorded the number of hits to the ticipating organization 40 etc. and can urge the participation to a system, even if it does not still participate forever, it :onvenient in any way.

·16] On the other hand, since the direction accessed from the homepage of the management organization 27 can ain the point rather than carrying out direct access of the user 21 to the participating organization 40, it is considered t the incentive of access to the participating organization 40 increases. Moreover, if a user becomes the member of a tem, since it can link also to the homepage of the participating organization 40 from the homepage of the

nagement organization 27, the participating organization 30 can surely get profits called the point at least.

17] [Procedure of user registration in management subject firm] drawing 2 shows the flow chart in the case of ying out user registration according to the gestalt of operation of this invention in the management subject firm 27. procedure in which a user 21 is registered as a user of an electronic coupon system is as follows.

18] ** HP perusal user 21 peruses the homepage which is in the WWW server 23 of the management subject firm 27 ough the Internet 22. It is made the screen as shown in drawing 3 , and the user 21 who got interested in an electronic pon system makes this homepage a configuration which opens the explanation screen of an electronic coupon tem.

19] ** If the system explanation user 21 clicks the part of "being ? with an electronic coupon system" of a homepage wn in drawing 3 , it will change to the explanation screen of an electronic coupon system as shown, for example in wing 4 . This explanation screen is made the configuration which the member registration screen of an electronic pon system opens while it explains the outline of an electronic coupon system.

20] ** If the registration form entry user 21 clicks the part of "registration of a member" of the explanation screen wn in drawing 4 , it will change to the screen which can perform member registration of an electronic coupon system hown, for example in drawing 5 . The user 21 who wishes member registration inputs individual humanity news (an ntifier, age, sex, hobby, etc.) according to registration form on this registration screen.

21] ** If the user 21 who filled in the registration form of the registration screen shown in e-mail receiving drawing licks a "transmitting" part, this individual humanity news will be received by the mail server 24 of the management ject firm 27.

22] ** Via the nondisclosure equipment 25 by SQL, in the database 26 of the management subject firm 27, the ividual humanity news which received by the automatic registration mail server 24 is registered automatically, and is in a database.

23] ** If the ID number communication user 21 is registered as a member, an ID number will be automatically ismitted to a user 21 through the Internet 22, User Information will be checked in the management subject firm 27, l registration will be completed.

24] ** If registration is completed in the service available management subject firm 27 and an ID number is nected to a user 21, a user 21 can use service of an electronic coupon system using the ID number.

25] In addition, when a user 21 uses the charged contents of an electronic coupon system, it links with the WWW ver 23, but when a user 21 uses registration or free contents, it is not necessary to link the accounting organization

26] [Procedure of user registration in system participating company] drawing 6 shows the flow chart in the case of rying out user registration according to the gestalt of operation of this invention in the system participating company The procedure in which a user 21 is registered as a user of an electronic coupon system is as follows.

27] ** The homepage perusal user 21 peruses the homepage which is in the WWW server 28 of the system ticipating company 30 through the Internet 22. The explanation screen of an electronic coupon system is prepared ) the contents of this homepage.

28] ** If the user 21 who got interested in a system explanation electronic coupon system opens the explanation een of an electronic coupon system, this explanation screen will be made the configuration which the member istration screen of an electronic coupon system opens while it explains the outline of an electronic coupon system. wever, a user 21 can also change a link from an explanation screen to the homepage of the management subject firm If a link is changed to the homepage of the management subject firm 27, a subsequent registration procedure will be formed by the WWW server 23 of the management subject firm 27, as drawing 2 explained previously.

29] ** When the registration form entry user 21 wishes member registration, fill in individual humanity news etc. ording to registration form on this registration screen, and change a link to the homepage of the management subject n 27.

30] ** The individual humanity news entered in the registration form of an e-mail reception registration screen is eived by the mail server 24 of the management subject firm 27 through the Internet, after a link changes to the nepage of the management subject firm 27. The subsequent procedure is the same as the registration procedure in the nagement subject firm 27.

31] As mentioned above, although there are a procedure directly received by the WWW homepage of the nagement subject firm 27 and a procedure received via the WWW homepage of the system participating company 30 iser registration, even if registered by which, the individual humanity news after registration is put in a database and ployed in the database 26 of the management subject firm 27.

32] [Perusal of free contents of management subject firm] drawing 7 shows a flow chart in case a user 21 peruses the

contents of the management subject firm 27.

33] ** HP access user 21 accesses the homepage which is in the WWW server 23 of the management subject firm 27 ough the Internet 22.

34] ** Since free contents as shown in drawing 8 are contained in the homepage of free contents ******, a user 21 choose the free contents which he wishes out of this.

35] ** If ID input user 21 chooses free contents and inputs a self ID number, a contents screen as shown, for mple in drawing 9 is displayed, and degree page or subsequent ones can be perused. What the user 21 with this ID ber perused this homepage for by the input of a user's 21 ID number is recognized by the WWW server 23 of the agement subject firm 27.

36] ** e-mail **** -- it is received by the mail server 24 of the management subject firm 27, and this ID number ses along the nondisclosure equipment 25 by SQL, and is recorded on a database 26.

37] ** Since the point addition user 21 perused the homepage of the management subject firm 27, the point is added e database 26 of the management subject firm 27.

38] ** The renewal user 21 of a web looks at free contents, and proposes a certain opinion and idea, and when ying the time of carrying the proposed product, the product with which the management subject firm 27 added the tents to the proposal, update a web.

39] ** The point check user 21 can check the self point, if a user's 21 ID number is inputted on the screen which lets Internet 22 pass, for example, is shown in drawing 10 .

40] ** Although the incentive exchange user 21 accumulates the point on the database 26 by perusing the free tents of the homepage of the management subject firm 27 etc., the incentives (premium etc.) according to the umulation point which the user 21 acquired are indicated as goods concrete in the homepage of the management ject firm 27 as shows drawing 11 etc. Therefore, a user can exchange incentives, such as a premium, according to the nt.

41] [Perusal of free contents of participating company] drawing 12 shows a flow chart in case a user 21 peruses the : contents of the participating company 30. In this case, although it is the same as that of the case where the free tents of the management subject firm 27 which shows drawing 7 are perused, almost, a user 21 is different in that IP access of the WWW server 28 of the participating company 30, ** free contents selection, and **ID input are formed through the Internet 22. After a link changes to the homepage of the management subject firm 27, ** mail ption of inputted User Information is carried out at the mail server 24 of the management subject firm 27. In ition, **ID input can also be performed by the WWW server 23 of the management subject firm 27, after a link nges to the homepage of the management subject firm 27.

42] [Perusal of charged contents of management subject firm] drawing 13 shows a flow chart in case a user 21 uses the charged contents of the management subject firm 27. In this case, although it is the same as that of the case ere the free contents shown in drawing 7 are perused, almost, it is different at the point which serves as ** point uction in the database 26 of the management subject firm 27 whenever it peruses charged contents. In addition, ough a user 21 receives the fixed point at the time of member registration, if the point becomes zero, the perusal of rged contents of him will become impossible. However, if it registers with accounting organization, and accounts is led with a credit card at every use or is settled about a small sum using a PURIPEDO system, perusal of charged tents is possible succeedingly.

43] [Perusal of charged contents of participating company] drawing 14 shows a flow chart in case a user 21 peruses charged contents of the participating company 30. In this case, although it is the same as that of the case where the rged contents of the management subject firm 27 which shows drawing 13 are perused, almost, a user 21 is different hat **HP access of the WWW server 28 of the participating company 30, ** charged contents selection, **ID input, l ** web perusal are performed through the Internet 22. After a link changes to the homepage of the management ject firm 27, ** mail reception of inputted User Information is carried out at the mail server 24 of the management ject firm 27. However, the user point is memorized and managed by the database 26 of the management subject firm

44] [Operation of charged game] drawing 15 shows a flow chart in case a user 21 carries out a charged game. In this e, although it is the same as that of the case where the charged contents shown in drawing 13 and drawing 14 are used, almost, while becoming ** point reduction with ** game operation, also when becoming ** point addition ording to ** game result, it is different at a certain point. And after a link changes to the homepage of the nagement subject firm 27, ** mail reception of the point after game termination is carried out at the mail server 24 of management subject firm 27.

45] Although a user 21 receives the fixed point at the time of member registration, he can pay a fixed tariff and can

) obtain the point. With this point, a user 21 can play a computer game through a communication network. Although point which came to hand per game play at the beginning is subtracted, the point is added according to the score of a 1e. A user can check the added point and incentives (premium etc.) and exchange are possible for it according to the 1t. In addition, when participating in the Internet charged game of the management subject firm 27, according to the 1t, it can participate for free.

46] [Reply of questionnaire] drawing 16 shows a flow chart in case a user 21 replies to the questionnaire of the ticipating company 30. In this case, although it is the same as that of the case where the free contents of the ticipating company 30 which shows drawing 12 are perused, almost, it is different in that perform **ID input and ** stionnaire input in the WWW server 28 of the participating company 30, and the database 26 of the WWW server 23 he management subject firm 27 performs ** questionnaire total. After a link changes to the homepage of the nagement subject firm 27, ** mail reception of the inputted questionnaire information is carried out by the mail /er 24 of the management subject firm 27. In addition, the example of the display screen has become like drawing , and a user 21 inputs a self ID number and replies to a questionnaire. One point per reply of one questionnaire is ed, and the point is accumulated in the database 26 of the management subject firm 27.

47] [Participating to proposal box] drawing 18 shows a flow chart in case a user 21 participates in an idea proposal :. In this case, although it is the same as that of the case where it replies to the questionnaire shown in drawing 16 , lost, it inputs into **HP access, **ID input, and ** proposal box in the WWW server 23 of the management subject 1 27, and is different at the point which totals ** proposal box in the database 26 of the management subject firm 27. ; made a screen like drawing 19 and the management subject firm 27 proposes a concrete idea by the picture and the :, and a user 21 adds his idea to the idea, and contributes an idea proposal box to the "proposal box" of the 1agement subject firm 27 at it. Although the point will be obtained if a user 21 writes for a proposal box, the rank of point is decided according to the contents of the idea.

48] [Participating to chat] drawing 20 shows a flow chart in case a user 21 participates in a chat (talkative conference m). In this case, although it is the same as that of the case where it participates to the proposal box shown in drawing , almost, it is different in that perform ** chat input in the WWW server 23 of the management subject firm 27, and database 26 of the management subject firm 27 performs ** chat total. The screen of a chat conference room is de like at drawing 21 , is put up for the chat (talkative conference room) to which it is the intention of the nagement subject firm 27 or a user 21, and the management subject firm 27 establishes the idea contributed to the posal box mentioned above, and the opinion of a member is heard or it points out an improving point. Although the nt is obtained by the participation, the rank of the point can be decided according to the contents of participation.

49] [Use of database] drawing 22 is an explanatory view in case the system participating company 30 and a user 21 the database 26 of the management subject firm 27. The system participating company 30 does whether customer )rmation is directly printed out from a database 26, or the Internet 22 is used, and it checks on a web via the WWW /er 28, and can check and use a customer database 26. On the other hand, a user 21 can check his own point on the ) of the WWW server 28 through the Internet 22.

50] In addition, the electronic coupon system of this invention explains the application to ** which can be carried with various gestalten which manage customer information, and the following.

51] If a [goods selling] customer uses the Internet, member registration is carried out at a customer database and )ds are purchased by the WWW homepage of the system participating company on the Internet, the point will be led to a customer database. A customer can check the added point and incentives (premium etc.) and exchange are :sible for it according to the point. Moreover, if the user who wishes to have the goods according to the accumulation nt specifies goods and it applies to a management subject firm through the Internet, the goods will be sent with ither transportation means.

52] In addition, when purchasing goods from the market of the WWW homepage of a management subject firm, ording to the point, it can purchase by discount to a zero price. On the other hand, although the settlement of ounts in the case of purchasing goods from the market of the WWW homepage of a participating company carries with the participating company, the point according to the purchase price can be obtained. Moreover, if the ticipating company sells tickets, such as an airline ticket, and it will reserve via a management subject firm, the point ording to it can be obtained.

53] Moreover, if a management subject firm or a participating company publishes a coupon with a password and a r presents this at the shop front of a participating company when a user uses the point as a discount coupon, the )ds of a participating company can be purchased at a discount price of the rate according to the point.

54] [Contribution] management subject firm converts the point with a regular conversion rate, it can be made into the 1ation to the existing fund etc. (WWF etc.), and a management subject firm pays a donation. On the other hand, when

;er contributes to the existing funds (WWF etc.) through a management subject firm, the donation can be converted h-a fixed conversion rate, and it can consider as a user's point.

55] Moreover, a management subject firm can convert the point with a regular conversion rate, and can use for unteer activities, such as various disaster. In this case, a management subject firm can participate in volunteer fund ipaign, such as a TV program, can collect "volunteer point" campaign by the Internet, can convert that accumulation nt with a fixed conversion rate, and can also contribute money and an object.

56] Users who received the most points out of all users periodically, such as a week and a monthly one, may enable or predetermined goods to come to hand by the ability giving the point and compatibility of a [other] participating npany, such as another point system, and exchanging at the point and the rate of predetermined by the gestalt of :ration of this invention. However, transference and transfer to the others are not accepted for the point.

57] fect of the Invention] According to this invention, User Information can be put in a database by carrying out point nagement of the user using the Internet service as explained above. Moreover, a user is using the Internet service, and point fluctuates and he can obtain various kinds of incentives with some of points.

58] Therefore, a system participating company can apply to future business expansion by using the customer rmation on a customer database by a user getting profits by various kinds of incentives.

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AWINGS

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awing 3]
:発明の実施の形態によるホームページ画面

コンテンツ画面（無料）

◇◇ようこそ◇◇
○○○○のホームページへ

電子クーポンシステム登録済の方はＩＤをご入力下さい。

Ｉ Ｄ

電子クーポンシステムとは？

awing 4]
本発明の実施の形態による電子クーポンシステムの説明画面

電子クーポンシステム

クーポンは、インターネットサービスをご利用になる度に増減するポイントシステムです。
'を閲覧したり、アンケートに応えたりすることでポイントをＧＥＴ！！
:したポイントは、インターネットゲームをプレイしたり、景品と交換したりなどのご利用が出来ます。
は無料！！
'ぐ申し込みフォームに、必要事項をご記入の上、会員登録をどうぞ！！

会員のご登録

員のご登録内容の変更は、こちら⇒

品

ンターネットゲーム

awing 17]

発明の実施の形態によるアンケート画面

コンテンツ画面（アンケート）

I D [_____]

■■■■■■■■■■
○YES ○NO
■■■■■■■■■
○YES ○NO
■■■■■■■■■■
○YES ○NO

awing 1]

本発明の実施の形態による電子クーポンシステムの構成図
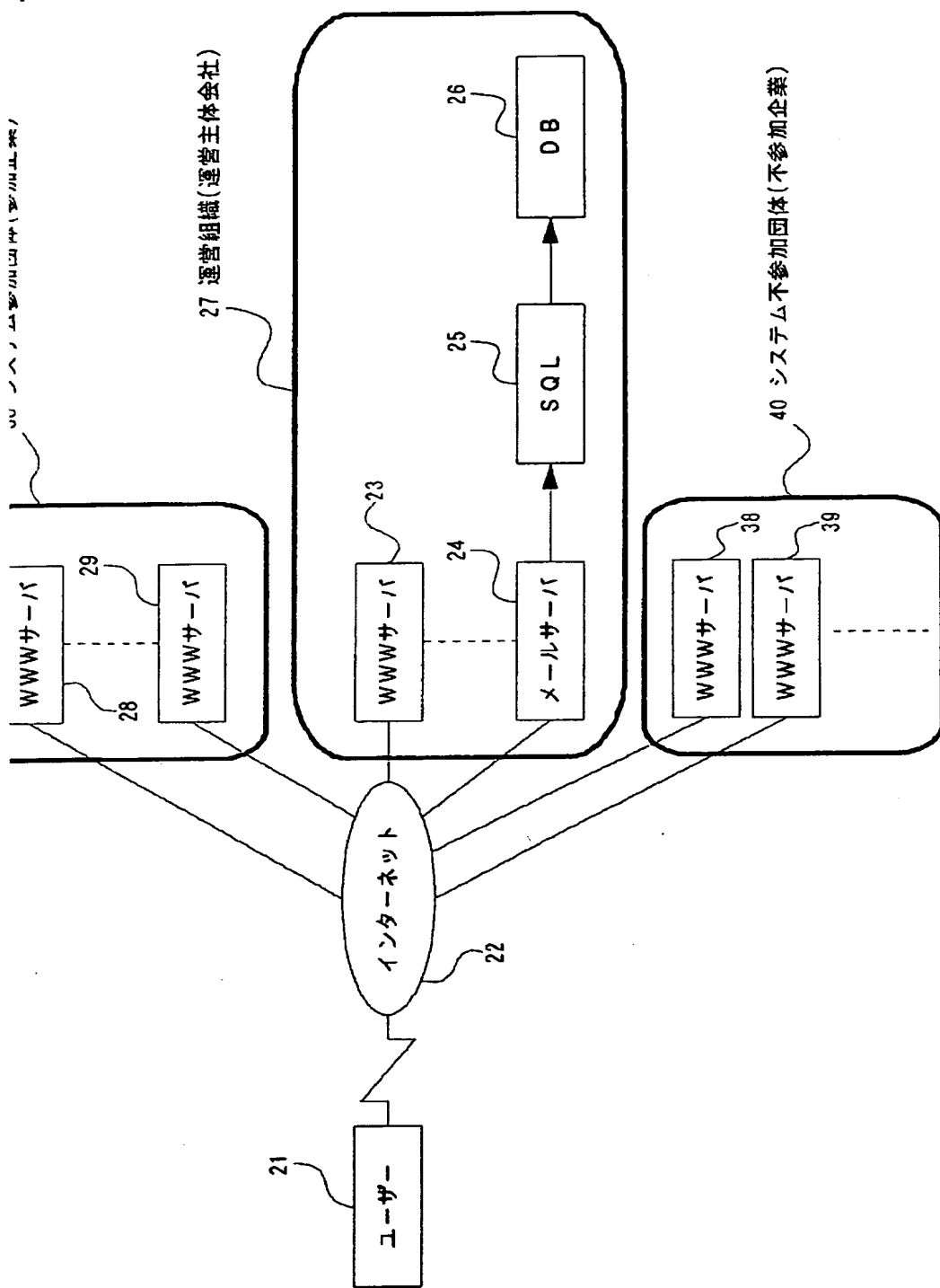


[Drawing 2]

発明の実施の形態により運営主体会社でユーザ登録する
合のフローチャート

31 課金体制

オンライン

銀行決済

③登録フォーム記入
(ユーザー属性/ID設定)

②システム説明

①HP閲覧

⑤自動登録

SQL

④メール受信

⑥ID連絡

26 データベース

25

24 Mailサーバー

22

インターネット

インターネット

21 ユーザー

⑦サービス利用可能
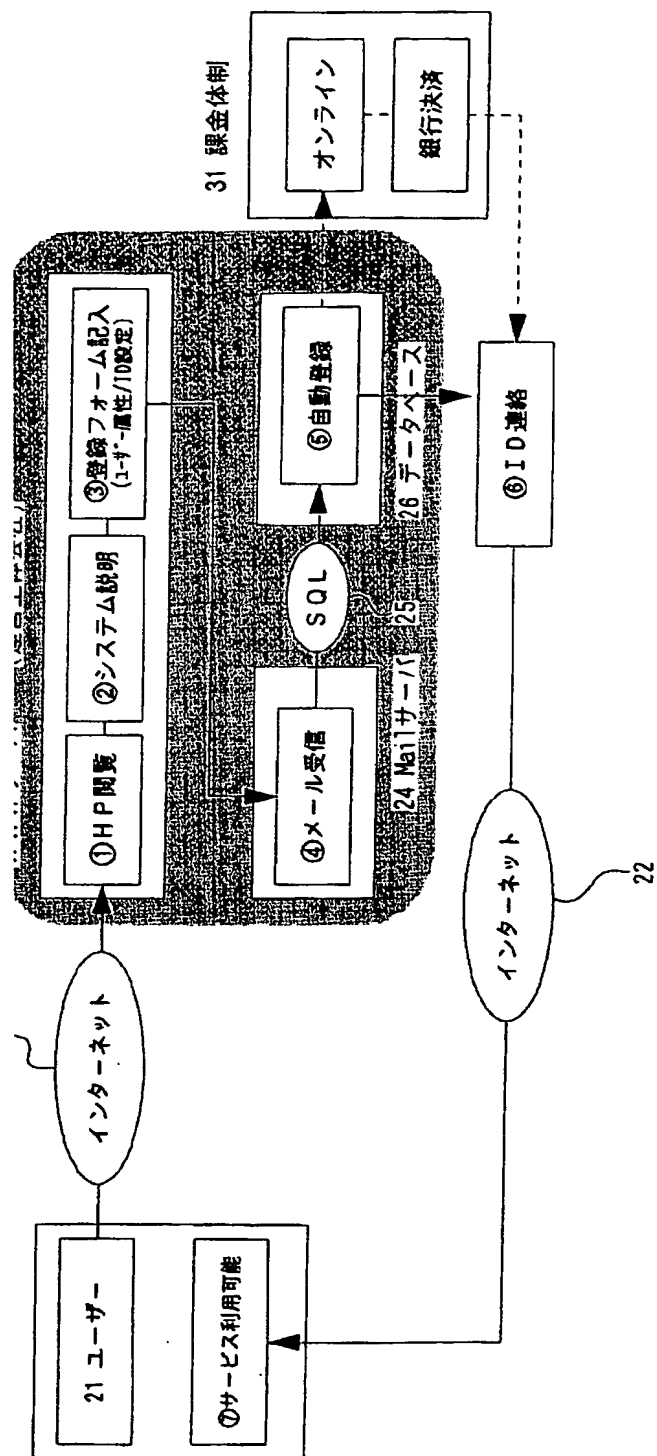
[awing 19]

明の実施の形態によるアイデア提案箱の画面

[提案箱]

: I D _____

\)「いりたま」の内容についてミートの場合は
　アイデア番号を記入してください
　_____

3)新しいアイデアの場合は分類番号を記入して下さい
　_____

)提案形態はどうしますか
　○文章　　　○絵や図面　　○立体物
)送信はどうしますか
　○HPへメール　○FAX　○郵便

awing 5]
明の実施の形態による電子クーポンシステムの登録画面

登録画面

電子クーポン登録画面

日名前　_____

生別　○男○女

年齢　__

主所　_____

電話番号　_____

メールアドレス　_____

ご職業　○高校生○大学生○会社員○自営業○その他

[ 送信 ]　[ 取消 ]

awing 10]

## 本発明の実施の形態によるユーザポイントの確認画面

ポイント確認

「電子クーポンシステム」のポイント数をご確認される方は、下記にＩＤをご入力下さい。

I D _____

awing 6]

明の実施の形態によりシステム参加企業でユーザ登録する
のフローチャート

[Drawing 7]



21 ユーザー
⑦サービス利用可能

インターネット
22
インターネット

23
WWWサーバ
(27 運営主体会社)

①HP閲覧
②システム説明
③登録フォーム記入
(ユーザ属性/ID設定)

④メール受信
24 Mailサーバ 25
SQL
26 データベース
⑤自動登録
⑥ID連絡

31 課金体制
オンライン
銀行決済
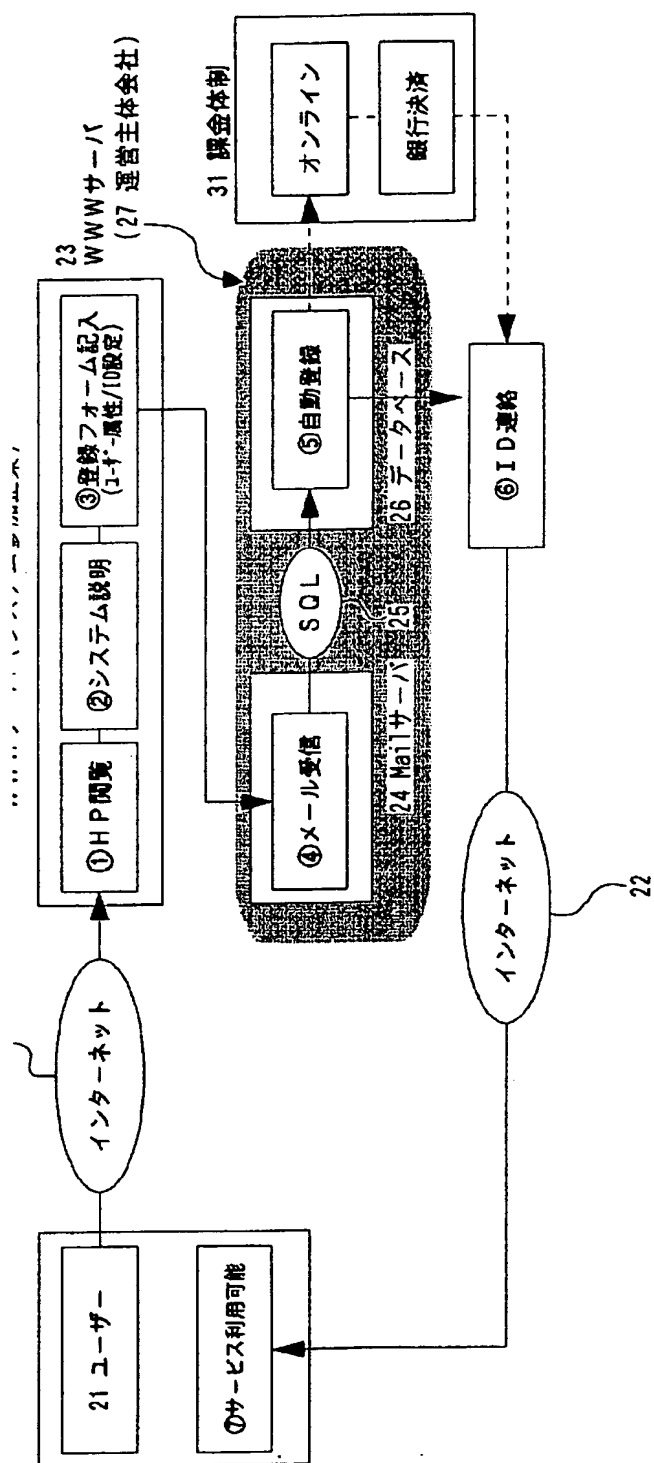
明の実施の形態によりユーザが運営主体会社の無料コンテンツ
覧する場合のフローチャート

23 WWWサーバ（運営主体会社）

27

⑥ウェブ更新

⑦ウェブ更新

③ID入力

②無料コンテンツ選択

①HPアクセス

④メール受信

SQL

⑤ポイント加算

24 Mailサーバ

26 データベース/25

⑧インセンティブ支集

⑨ポイント確認

⑩ポイント支集

インターネット

22

インターネット

22

21 ユーザー

インターネット

22
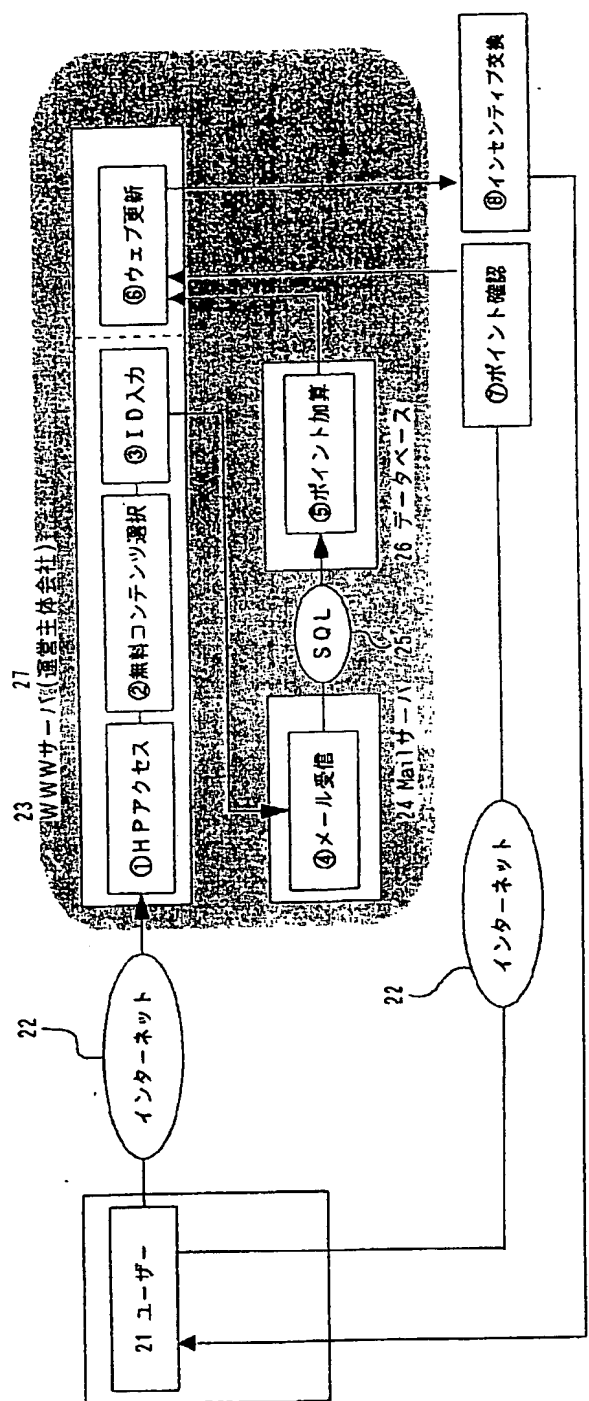
awing 8]

本発明の実施の形態によるホームページの無料コンテンツ

無料コンテンツ

| 前人未到の グルメガイド | THE ジンクス | TOY FACTORY |
|---|---|---|
| 電子クーポン システム | 落書き帳 | 巷の 情報屋 |

ID
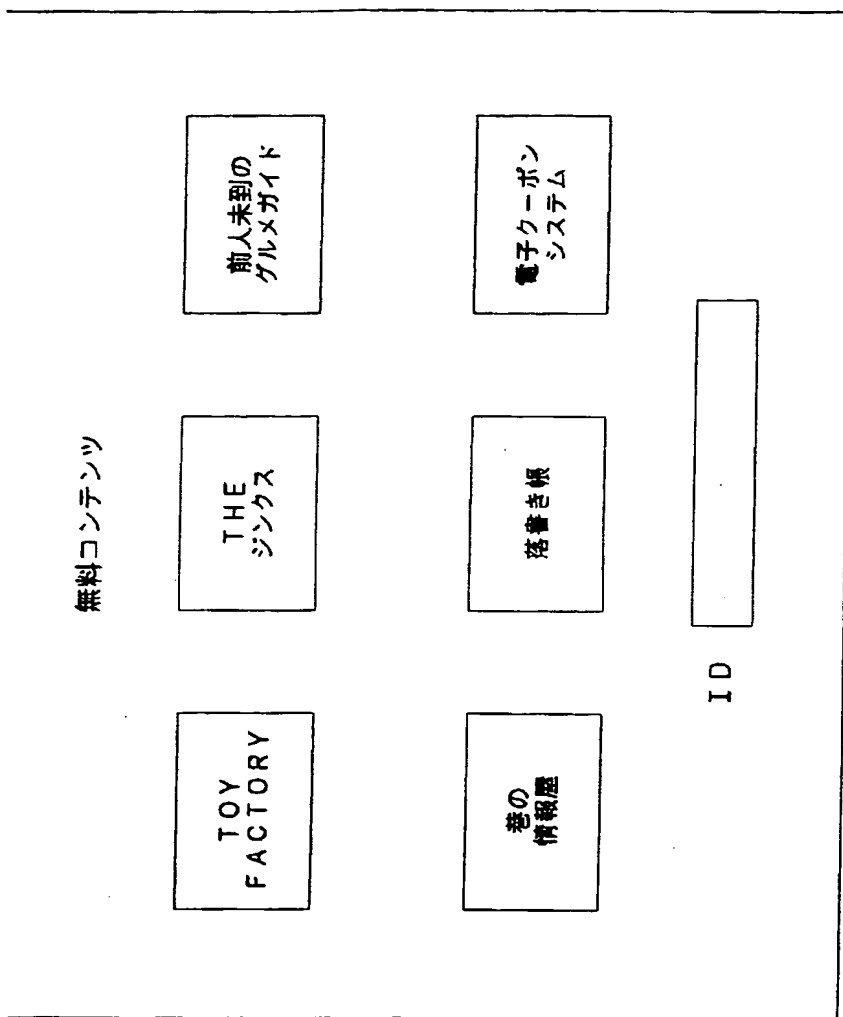
[Drawing 9]

本発明の実施の形態によるコンテンツ画面

```
                    TOY FACTORY
                    玩具のアイデア大集合！

                  企画・運営 ／ (株)セガテック
```

「TOY FACTORY」では、玩具をはじめとする様々な分野のグッズアイデアを募集しております。
投稿されたアイデアの権利は投稿者の方に帰属しますが、「TOY FACTORY」に採用／紹介されたイラスト／文章の著作権は株式会社セガテックに帰属します。

「TOY FACTORY」にて、採用されたアイデアの投稿者の方には、電子クーポンを1ポイントプレゼントいたします。

また優れたアイデアは、株式会社セガテックが責任を持って商品化いたします。
(目出度く商品化された場合は弊社とのロイヤルティ契約をさせていただきたく思います)

_____

アイデア投稿は下記フォーマットでどうぞ。
(電子クーポン未登録の方は、先に会員登録をお願い申し上げます)

NEW

一般玩具

車

ぬいぐるみ

食器

・・・・・・

投稿

電子クーポンID ［　　　　　　　］

アイデアタイトル ［　　　　　　　　　　　］

内容説明(特徴など) ［　　　　　　　　　　
　　　　　　　　　　　　　　　　　　　　］

送信　　取消

```
                    Iritama
```

TOY FACTORY THE　ジンクス　前人未到のグルメガイト　巷の情報屋　落書き帳

awing 11]

**本発明の実施の形態によるインセンティブ画面**

電子クーポンシステム
景品

「電子クーポンシステム」では、ポイントに応じて、素敵な景品と交換が出来ます。
景品お引き替えのご希望の方は、下記景品にチェックの上、ID／必要事項をご記入
の上、お申し込み下さい。

| 10ポイント | 30ポイント | 50ポイント |
|---|---|---|
| イラスト／写真 | イラスト／写真 | イラスト／写真 |
| ○ ………… | ○ ………… | ○ ………… |
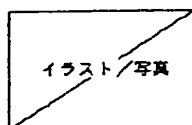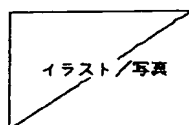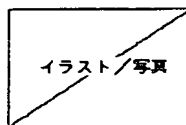
ID

お名前

お届け先お名前

お届け先ご住所

お届け先お電話

また、ご自分のポイントを確認される方はこちら→

電子クーポンシステム

[Drawing 21]

**本発明の実施の形態によるチャット会議室の画面**

会議室

：ID

私は以下の規則を守り参加致します　　　　○参加

：チャットで提案したアイデアの権利は放棄します
：チャットで得られた他人のアイデアを利用して「提案箱」に
　提案した場合、後で指摘があったら独占権利にこだわりません。
：会議室を覗いても記録されますので、その後の「提案箱」に提
　案したアイデアは指摘があったら独占権利にこだわりません。
：ポイントの評価ランクに異議を申し立てません
：「限定、秘密」等について規則が実施されている会議に参加し
　た場合、そこに掲示されている規則を守ります。

[Drawing 12]

発明の実施の形態によりユーザが参加企業の無料コンテンツを閲覧
る場合のフローチャート



awing 13]

明の実施の形態によりユーザが運営主体会社の有料コンテンツ
覧する場合のフローチャート
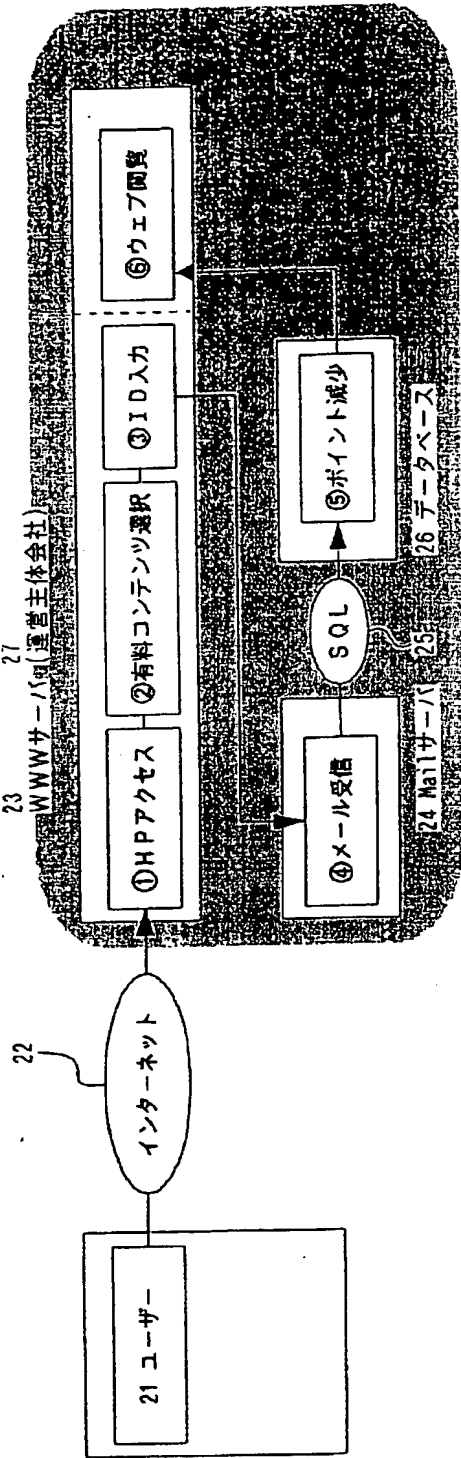


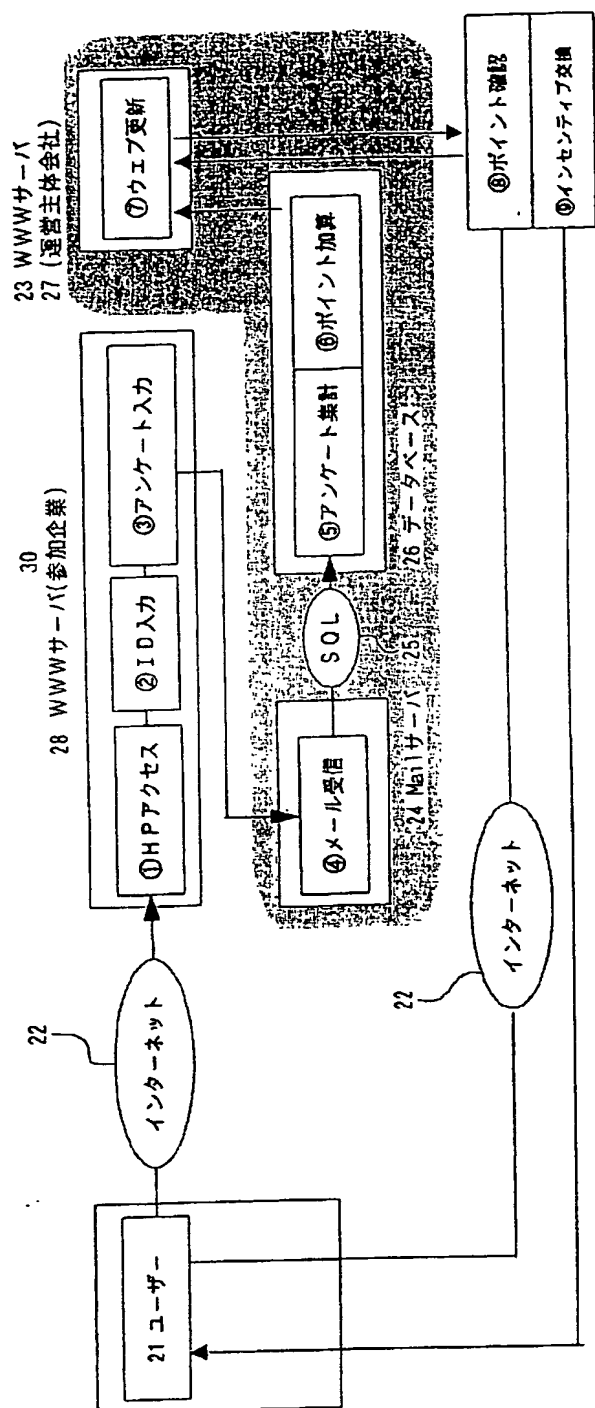[Drawing 14]

本発明の実施の形態によりユーザが参加企業の有料コンテンツを
閲覧する場合のフローチャート

28 WWWサーバ(参加企業)
30

21 ユーザー

22 インターネット

①HPアクセス
②有料コンテンツ選択
③ID入力
⑥ウェブ閲覧

④メール受信
SOL
⑤ポイント減少

24 Mailサーバ 25
26 データベース
23 WWWサーバ(運営主体会社)
27
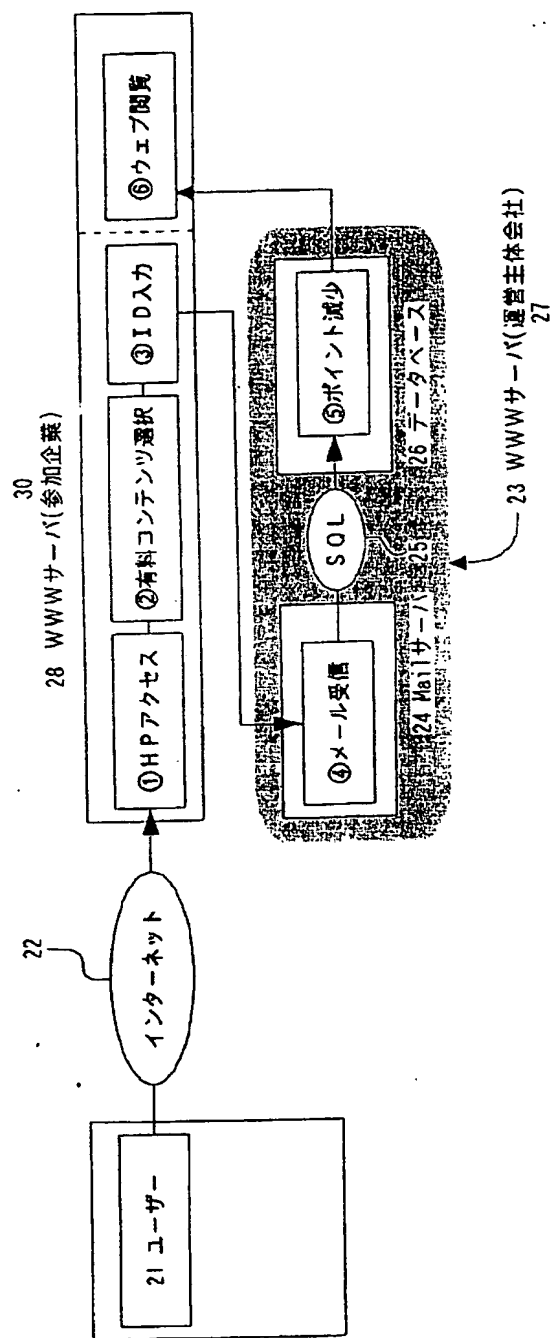
[Drawing 15]

本発明の実施の形態によりユーザが有料ゲームを実施する
場合のフローチャート
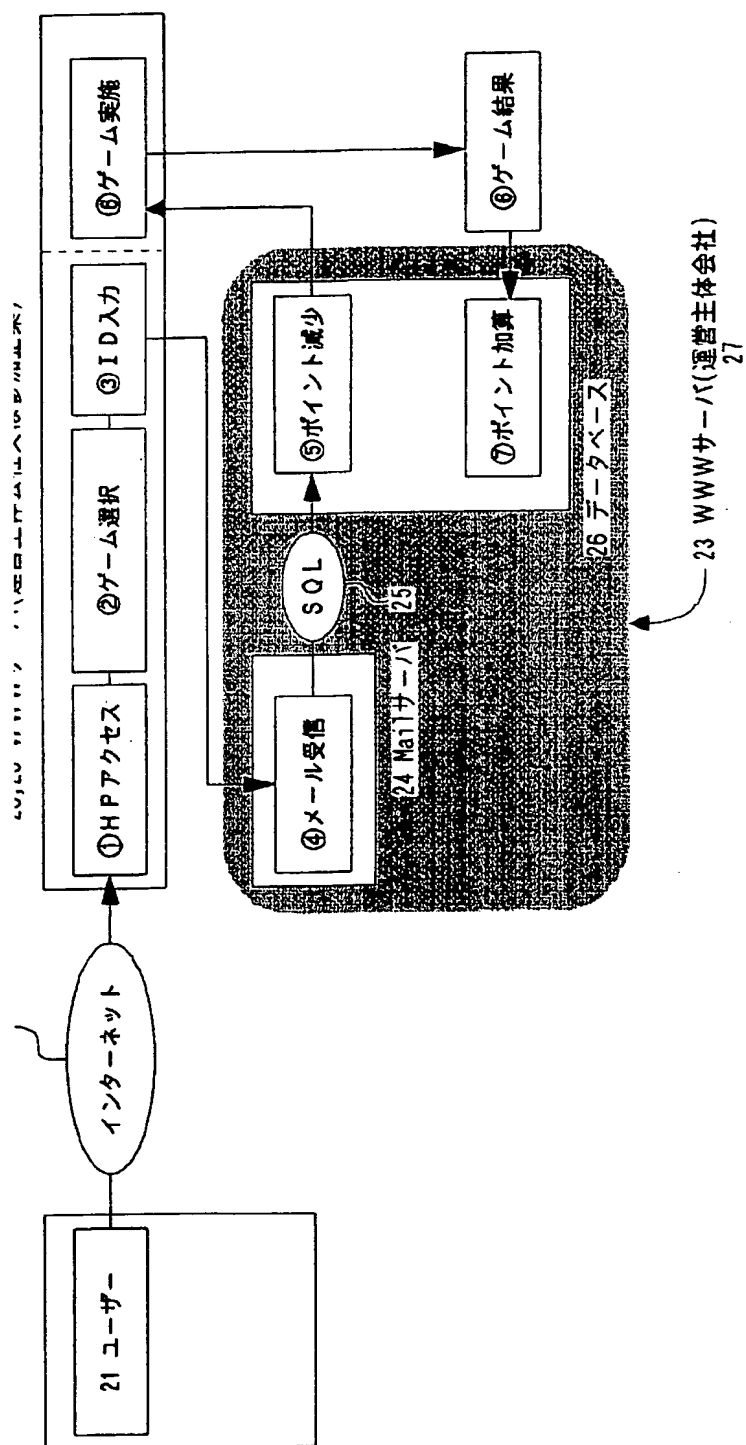


[Drawing 16]

:明の実施の形態によりユーザがアンケートに回答する
:のフローチャート



23 WWWサーバ
27 (運営主体会社)
①ウェブ更新
⑧ポイント確認
⑨インセンティブ交換
⑤アンケート集計　⑥ポイント加算
30
28 WWWサーバ(参加企業)
③アンケート入力
②ID入力
①HPアクセス
SQL
④メール受信
25　24 Mailサーバ　26 データベース
インターネット
22
インターネット
22
21 ユーザー

[Drawing 18]

明の実施の形態によりユーザが提案箱へ参加する
のフローチャート

23 WWWサーバ
27 (運営主(体会社))

①ウェブ更新

⑧ポイント確認

⑨インセンティブ交換

③提案箱へ入力

⑥ポイント加算

②ID入力

⑤提案箱の集計

26 データベース

①HPアクセス

④メール受信

24 Mailサーバ 25

SQL

インターネット

22

インターネット

22

インターネット

ユーザー 21
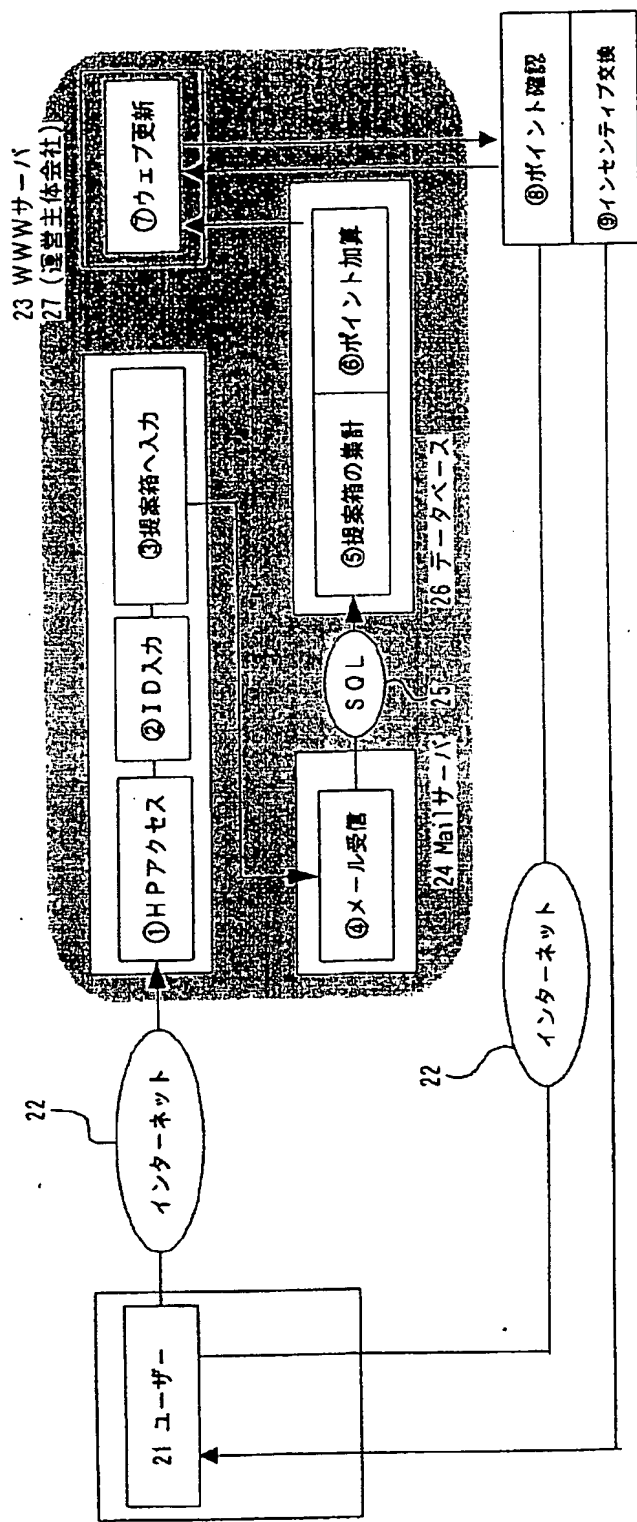
[Drawing 20]

明の実施の形態によりユーザがチャットへ参加する
計のフローチャート

23 WWWサーバ
27 (運営主体会社)

①ウェブ更新

⑧ポイント確認

⑨インセンティブ交換

⑥ポイント加算

③チャット入力

②ID入力

①HPアクセス

⑤チャット集計

SQL

26 データベース

24 Mailサーバ 25

④メール受信

インターネット

22 インターネット

22

21 ユーザー
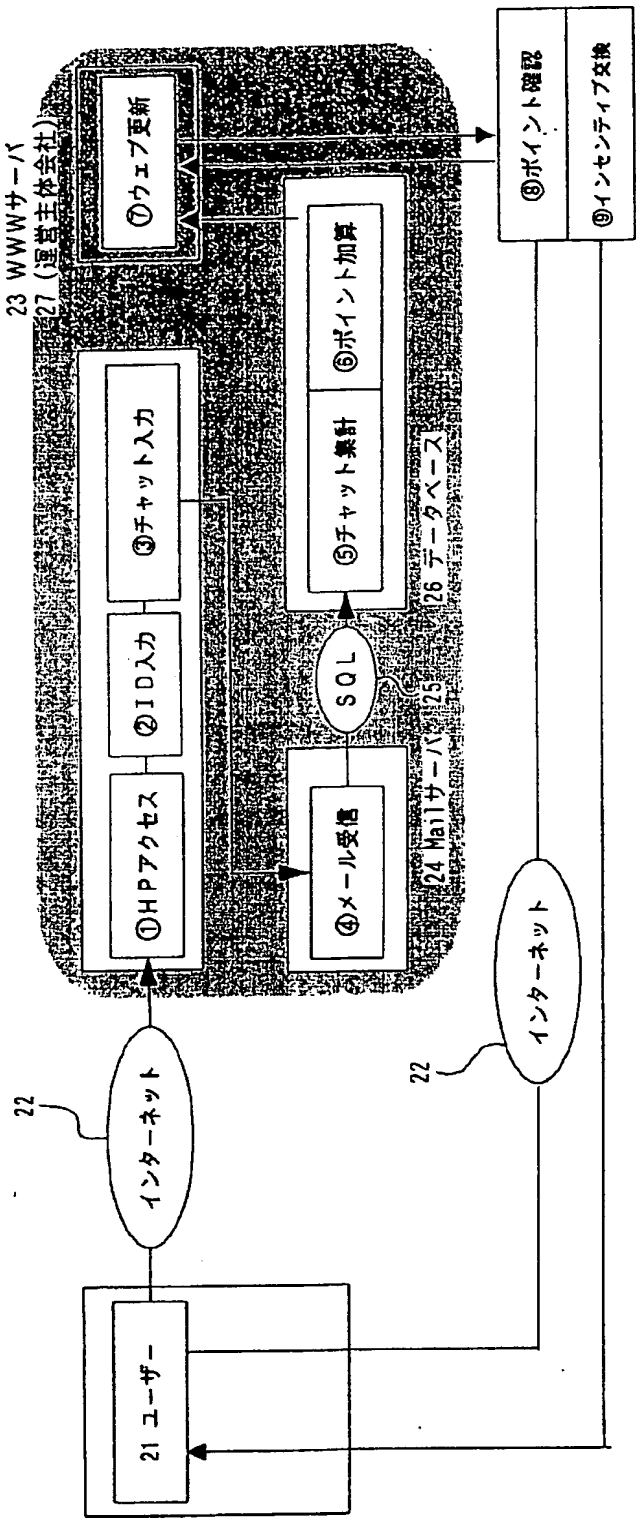
[Drawing 22]

本発明の実施の形態によるデータベースの利用の説明図



30 システム参加企業
プリントアウト
ウェブ上で確認
24 Mailサーバ
23 WWWサーバ
25 SQL
26 データベース
28 WWWサーバ
27 インターネット
21 ユーザー
22 インターネット
自分のポイントをウェブ上で確認

[Translation done.]